

# TOBACCO ON CAMPUS

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## TOBACCO CONTROL POLICIES AMONG UNIVERSITIES AND COLLEGES IN CANADA.

August, 2004



**Physicians *for a* Smoke-Free Canada**

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## 1.0 ACKNOWLEDGEMENTS

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This report is a collaborative effort of over 20 tobacco control researchers and advocates. We would like to thank all those who contributed their ideas to this project, including participants at a round-table discussion held at the University of Toronto in January 2004. We would also like to thank the student union executives and administrators who responded to our campus survey. Finally, we would like to acknowledge the support of Health Canada in providing funding for this project.

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## 2.0 PROJECT SUMMARY

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Post-secondary institutions provide a unique opportunity to implement and evaluate leading-edge tobacco policies, while influencing a key group of young adults. Post-secondary students are at the critical age when smoking becomes an established behaviour, with significant increases in consumption. Post-secondary students are also role models for youth, as well as future decision makers who will dictate tobacco control policy and social norms for the next generation. To date, however, we know little about the tobacco control environment at Canadian universities and colleges.

A telephone survey was conducted with campus informants from 35 post-secondary institutions from across Canada to evaluate tobacco control policies and the presence of tobacco marketing on campus. The findings indicate that while certain universities and colleges have succeeded in implementing stringent tobacco control policies, these institutions are exceptions to the norm. Overall, it appears that the potential for tobacco control in post-secondary schools has yet to be realized: there is a lack of awareness of tobacco issues among campus decision makers and fundamental public health measures such as comprehensive smoke-free policies have yet to be introduced in most cases. Most notably, every university and half of all colleges reported participating in some form of tobacco marketing in the past year. In short, the tobacco industry, rather than the public health community, has made the greatest use of the post-secondary environment.

There are, however, grounds for optimism. Campus advocacy has increased in recent years and there is strong support among students for more effective tobacco control measures. Campus advocates have also achieved several striking successes in recent years; for example, Lakehead, Dalhousie, and Memorial Universities have established benchmarks for tobacco policy not only for post-secondary institutions, but for all jurisdictions.

The tobacco control and public health community must support these initiatives. As a first step, we have developed policy recommendations tailored to colleges and universities in Canada. In an effort to increase awareness, these recommendations have been disseminated along with the survey findings directly to key decision makers at each post-secondary institution. This report also summarizes resources for campus advocates and outlines a list of priorities for policy-makers. In short, if the tobacco industry has made university and college students a priority, so too must the tobacco control community.

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## 4.0 BACKGROUND

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Smoking is the leading cause of preventable death in Canada. Each year, approximately 45,000 Canadians die from smoking, at an economic cost of between 9 and 15 billion dollars.<sup>1,2</sup> Although the prevalence of smoking has declined dramatically over the past 40 years, more than 5 million Canadians continue to smoke.<sup>3</sup> Indeed, there is growing concern that after several decades of impressive declines, the prevalence of smoking may be levelling off and stabilizing at approximately 20%. This number is unacceptably high— given the health and economic burden of smoking, the tobacco control community must find novel ways to realize further declines in smoking.

Young adults have the highest smoking rate among all Canadians. Currently, approximately 31% of those aged 19-24 smoke. This age represents a critical period when the transition from experimental to established smoking occurs.<sup>4</sup> This transition is also accompanied by important increases in consumption and brand loyalty. As R. J. Reynolds documents note, “The brand loyalty of 18-year old smokers far outweighs any tendency to switch with age.”<sup>5</sup> As a result, the tobacco industry has a strong incentive to solicit young adults, who are, after all, the youngest legal targets of tobacco industry marketing.

### Tobacco Use and Post-Secondary Students

Approximately half of young adults in Canada attend college or university. Smoking among these post-secondary students is traditionally lower than the average for this age group: in 1998, approximately 27% of Canadian university students smoked, 17% of whom reported daily smoking.<sup>6</sup> This estimate is similar those from the 1994/95 National Population Health Survey, which indicated that 26% of post-secondary students in Canada smoked.<sup>7</sup> However, data from the U.S. suggest that smoking rates increased among college students in recent years.<sup>8</sup> Unfortunately, we lack the data to examine any similar trends in Canada; in fact, no accurate estimates of smoking among post-secondary students have been published since 1998.

Young adults who enter university and college are not representative of all young adults. Post-secondary students are less likely to have smoked in high school and present a different socio-demographic profile.<sup>9,10</sup> Therefore, regardless of the campus environment, post-secondary students would be expected to smoke less than their non-student peers. Yet, to what extent does attending college or university increase or decrease the initial discrepancy in smoking

behaviour? Contrary to popular belief, most smokers do not stop once they reach university or college. Indeed, recent U.S. data suggest that approximately 90% of those who smoked daily and 50% of those who smoked occasionally upon entering college, continued to smoke four years later. There is also evidence that a sizeable proportion of students take up smoking at college or university. For example, of all students who were non-smokers upon entering college, one U.S. study found that 12% had become occasional smokers at the time of graduation. In addition, post-secondary students frequently over-estimate the proportion of their peers who smoke, leaving many with a biased perception of the norm for this group.<sup>11</sup>

Post-secondary students are not only less likely to smoke than other young adults their age, but their patterns of smoking appear to be more “elastic”. There is a substantial proportion of occasional smokers among post-secondary students who may smoke on the weekends but not weekdays; during the school year but not the summer.<sup>12</sup> Overall, smoking behaviour among college and university students appears to be less fixed and more apt to change than for older smokers.

This transient smoking behaviour may be due, in part, to the major changes that occur during this stage of life. As tobacco industry documents indicate, post-secondary students are particularly susceptible to smoking:

A young adult is leaving childhood on his way to adulthood. He is leaving the security and regiment of high school and his home. He is taking a new job; he is going to college; he is enlisting in the military. He is out on his own with less support from his friends and family. These situations will be true for all generations of younger adults as they go through a period of transition from one world to another. Dealing with these changes in his life will create increased levels of uncertainty, stress, and anxiety...During this stage in life, some younger adults will choose to smoke and will use smoking as a means of addressing some of these areas.<sup>13</sup>

In short, the behaviour of young adults is guided less by attitudes or social norms from childhood and more by their immediate environment. While this quote provides an apt description of life for many post-secondary students, it fails to mention the role of industry marketing in encouraging young adults to smoke.

## Tobacco Marketing to Post-Secondary Students

Post-secondary students are important to the tobacco industry because of their age, but also because of their school and social environments. Campuses often have their own media outlets, as well as their own bars, pubs, and restaurants. For many students, the campus serves as a centre for their social lives, particularly for the majority of first and second year university students who live on campus. Student-run media outlets and venues are also in need of revenue. As a result, campus environments and the alternative media provide the tobacco industry with a focussed and inexpensive means of targeting young adults.

The campus environment is particularly well suited to the newer breed of tobacco marketing that is more decentralized and makes greater use of the alternative, rather than mainstream media.<sup>14</sup> Decentralized initiatives have several advantages. They are more difficult to monitor and, by focussing upon a narrower audience, are more likely to avoid scrutiny. The latest breed of promotions also has the benefit of “camouflage”: bar promotions, product giveaways, and contests are much more subtle than traditional advertising. Often, it only becomes clear after entry that an event or website is, in fact, a tobacco promotion. This type of under-the-line advertising is particularly effective with advertising-savvy consumers and is less likely to produce reactance among young adults. It may also prove more acceptable to campus groups who are reluctant to be associated with overt tobacco marketing.

Tobacco marketing to university students is significant for two other reasons. First, university students are important youth role models. Underage youth may not have access to some of the same bar and nightclub events, but they are exposed to the same media sources and pro-tobacco messages. Ultimately, by marketing to post-secondary students, the industry is also marketing to youth. Second, post-secondary students are the future business leaders and policy makers who will set the tobacco control agenda and dictate social norms around smoking. Campus tobacco marketing helps to normalize tobacco use at a key age when new attitudes and opinions are formed.<sup>15</sup>

Overall, the tobacco industry has been very effective in integrating tobacco marketing within campus and community environments. Several tobacco companies in Canada have conducted national print and promotional campaigns on campuses across Canada. Prior to federal legislation banning sponsorship advertising in October 2003, Imperial Tobacco and Rothmans



Bensons & Hedges ran print campaigns in campus newspapers across Canada promoting Export A's *Extreme Sport Series*, *DuMaurier Arts*, *Players Racing* and other sports sponsorships. Post-secondary institutions have also been approached to host event-sponsorships, such as the Bensons & Hedges *Gold Club Series*. To date, however, we have little knowledge of the scope of tobacco marketing on campus or the extent to which students are exposed to these initiatives. Further, the effectiveness of Bill-C42 introduced in October 2003 in restricting sponsorship advertising and campus activities remains unclear.

### Tobacco Policy in Post-Secondary Settings

The importance of campus tobacco control has been articulated in policy statements from the American Cancer Society, the American College Health Association, and others.<sup>16,17</sup> To date, the majority of colleges and universities have developed some form of tobacco policy, although the strength of these policies varies. For example, 81% of U.S. colleges had some form of smoke-free restriction in 2000, yet only 27% banned smoking in all indoor areas including student residences.<sup>18</sup> In Canada, several universities have introduced leading-edge tobacco policies. Dalhousie University has introduced smoke-free policies that prohibit smoking inside all campus buildings, as well as outside buildings on campus property. Meanwhile, Wilfred Laurier University has introduced campus-wide prohibitions on tobacco retail displays and sales. To what extent are these leading edge policies typical of the policy environment at campuses in Canada? Currently, we know very little about the general state of tobacco control policies, with one notable exception.

Action on Smoking or Health (ASH) Alberta conducted a survey of tobacco control policies at all 22 post-secondary institutions in Alberta, in 2003.<sup>19</sup> The findings indicate that, while all institutions had smoke-free policies in their main academic and administration buildings, less than half prohibited smoking in on-campus bars and lounges, and only 62% prohibited smoking in all student residence areas. In addition, only 14% of institutions had written policies prohibiting tobacco advertising and marketing, such as in campus newspapers. None of the institutions had written policies explicitly prohibiting the acceptance of grants or other funding from tobacco companies. The extent to which the policy landscape at Alberta institutions is representative of the rest of Canada remains unclear.

Campus environments provide a unique opportunity to evaluate policies that have yet to be introduced in other jurisdictions. Policies such as Wilfrid Laurier's tobacco sales ban and

Dalhousie's smoke-free policies can serve as a model at the municipal, provincial, and even national level. For this to happen, however, campus policies need to be properly evaluated. To date, evaluations have been limited to smoke-free policies. U.S. evidence suggests that students living in smoke-free housing are significantly less likely to smoke, both on and off-campus housing. Do more aggressive smoke-free policies, retail bans, and other prohibitions on marketing also reduce tobacco use? To date, we lack the necessary data to find out.

There is widespread support from post-secondary students for more stringent tobacco control policies. A national survey of U.S. colleges found that 51% supported smoke-free campus bars, 71% supported prohibiting advertising and sponsorship at social events, and 59% supported a ban on campus tobacco sales.<sup>20</sup> A recent survey of students at three Canadian universities<sup>21</sup> also found strong support for smoke-free policies in all campus buildings (91%), including bars and pubs (82%). Students also reported strong support for removing retail displays (86%), prohibiting tobacco advertising in campus newspapers (91%), as well as anywhere else on campus (91%). Only 28% of students opposed banning campus sales of tobacco, while fewer (30%) supported prohibitions on accepting donations and grants from tobacco companies. The findings also suggest that whatever support exists for campus policies among students, this support is likely to grow following introduction of the policy. In contrast to the strong support among students, however, U.S. data suggest that college and university administrators do not regard tobacco control policies as a high priority.

### Campus Resources and Advocacy

There are a growing number of resources and networks to support campus tobacco control initiatives. The *TTAC College Tobacco Prevention Resource* website<sup>22</sup> serves as a clearinghouse for many of the tools that have been developed and provides a very good overview of the issue and existing efforts. In Canada, campus tobacco control initiatives have been led by ASH Alberta and in cooperation with the Alberta Alcohol and Drug Abuse Commission (AADAC).<sup>23</sup> AADAC recently hosted *Unfiltered*, a conference devoted to raising awareness of tobacco control on campus. Meanwhile, *Leave-the-Pack Behind* has led efforts in Ontario to promote awareness and foster more stringent university policies.<sup>24</sup> In some cases, these initiatives have spawned independent student advocacy groups, such as *Students for Tobacco Reduction* at the University of Lethbridge. To date, however, no national network or campus tobacco control resources are available in Canada and there is little overlap or coordination between these different initiatives.

## Summary

Post-secondary institutions provide a unique opportunity to influence a key group of young adults. However, we know little about what policies have been introduced in Canadian institutions, the extent of tobacco marketing on campus, or what support exists among students and administrators for more stringent policies. Indeed, what little is known typically derives from U.S. studies that do not speak to the tobacco control environment at Canadian institutions. In regards to ongoing initiatives or programs, ASH Alberta and AADAC have provided a model for other provinces to follow. There is an urgent need to expand these efforts to the rest of the country. Before doing so, however, we must increase our understanding of the tobacco control climate at Canadian post-secondary institutions.

## 5.0 OBJECTIVES

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In January 2004, a meeting of young tobacco control researchers was held to identify priorities for campus tobacco control and to establish an agenda for the current project. The following needs emerged:

1. *Assess the current state of tobacco control on campus.* Tobacco policies differ between institutions. Before issuing recommendations, we need a better understanding of existing policies. For example, to what extent do colleges and universities differ in this regard?
2. *Improve our understanding of tobacco marketing on campus.* Anecdotal and observational evidence suggests that the tobacco industry has increased its marketing directed at Canadian university and college students. Is this marketing limited to a few well-publicized cases or does it represent a broader campaign targeting campuses?
3. *Learn more about the policy process and decision making on campus.* Who is responsible for drafting health policies on campus? If we are to advocate for policy change, how can we capitalize on the process for introducing new policies?
4. *Understand the perceived importance of tobacco control among campus decision makers and examine perceived barriers.* What support exists among student executives and institutional administrators? Where does tobacco policy rank as a priority issue? What are the barriers to policy implementation and how might these be addressed?
5. *Develop recommendations tailored to the campus environment.* Various policy recommendations have been developed for workplaces, communities and various levels of government. To what extent do existing recommendations need to be adapted for the campus environment?
6. *Educate campus decision makers about tobacco control issues.* To promote tobacco control activities, we must increase awareness among key decision makers and provide access to support and resources.

7. *Raise awareness among students.* Campus policies are particularly sensitive to public opinion among the student body. As a result, students have the potential to be effective tobacco control advocates. To push tobacco issues onto the campus agenda we need to communicate tobacco control issues directly to students. How can this be accomplished with limited resources on a broad scale?
8. *Disseminate findings from the current project to key stakeholders.* As a first step towards raising awareness of tobacco issues on campus, relevant information from the current project must be disseminated beyond the research and advocacy community, directly to campus decision makers.

## 6.0 CAMPUS SURVEY FINDINGS

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A telephone survey of campus tobacco policies was conducted with 35 post-secondary institutions: 22 universities and 13 colleges representing 10 provinces and 2 territories. Universities and colleges were selected proportional to provincial populations; in provinces where multiple institutions were selected, universities in both rural and urban settings were selected. Surveys were conducted orally in both French and English with several campus informants, including student union executives, retail store managers, campus bar managers, health services contacts, and administrators (see Appendix A). The survey was developed from validated sources, including the tobacco component of the Harvard College Alcohol Survey<sup>25</sup> and a recent survey on tobacco policy conducted in South-Western Ontario. The survey assessed tobacco control policy, tobacco industry marketing on campus, as well perceived importance and support for action on campus tobacco use (see Appendix A). Copies of tobacco policies that had been implemented were collected, where possible. Surveys were completed between February and April 2004.

The following provides a summary of results for universities and campuses. Note that not all institutional contacts responded to every question and several requested that their responses be kept confidential. As a result, percentages reported below refer to the proportion of responding institutions.

### 6.1 Tobacco Marketing on Campus

#### General

Of the 22 universities surveyed, all had been approached to participate in tobacco marketing and all had received money for some form of tobacco marketing in the past 12 months (Figure 1). Among the 13 colleges, 6 (46%) had been approached to participate in tobacco marketing, all of whom had received funding in the past 12 months.

#### Bar and Event Promotions

All universities that were surveyed had some form of campus bar or pub. Of these, 8 campus bar managers (37%) reported that a general policy regarding promotional events existed, although only one bar manager reported guidelines restricting tobacco-related promotions (the University of Saskatchewan). Nineteen universities (86%) had been approached about hosting tobacco-

sponsored events or promotions in the campus bar and 4 (18%) had actually hosted an event in the past 12 months, such as the *Benson & Hedges Gold Club Series*. Only two universities—the University of Saskatchewan and Memorial University—had written policies prohibiting tobacco-sponsored events on campus.

Three colleges (23%) had bars or pubs on campus. One of these reported general policies on promotions, though none specific to tobacco. All three of the colleges with bars had been approached to host a tobacco-sponsored event and one had done so in the past 12 months.

### Campus Newspaper Advertisements

All but one university (95%) and 6 colleges (46%) published a campus newspaper. Only 11% of university newspapers reported a policy against accepting tobacco advertisements, while only 17% of college newspapers had such a policy. Approximately 80% (16 of 20) of universities had run at least one tobacco advertisement in the last 12 months, while 50% (3 of 6) of college papers had done so. Of the papers that ran tobacco advertisements, the vast majority ran numerous, full page colour ads (see sample, at right, published in the University of Waterloo's *Imprint*). Only two institutions—Memorial and Red River College—had written policies prohibiting tobacco advertisements in campus newspapers.



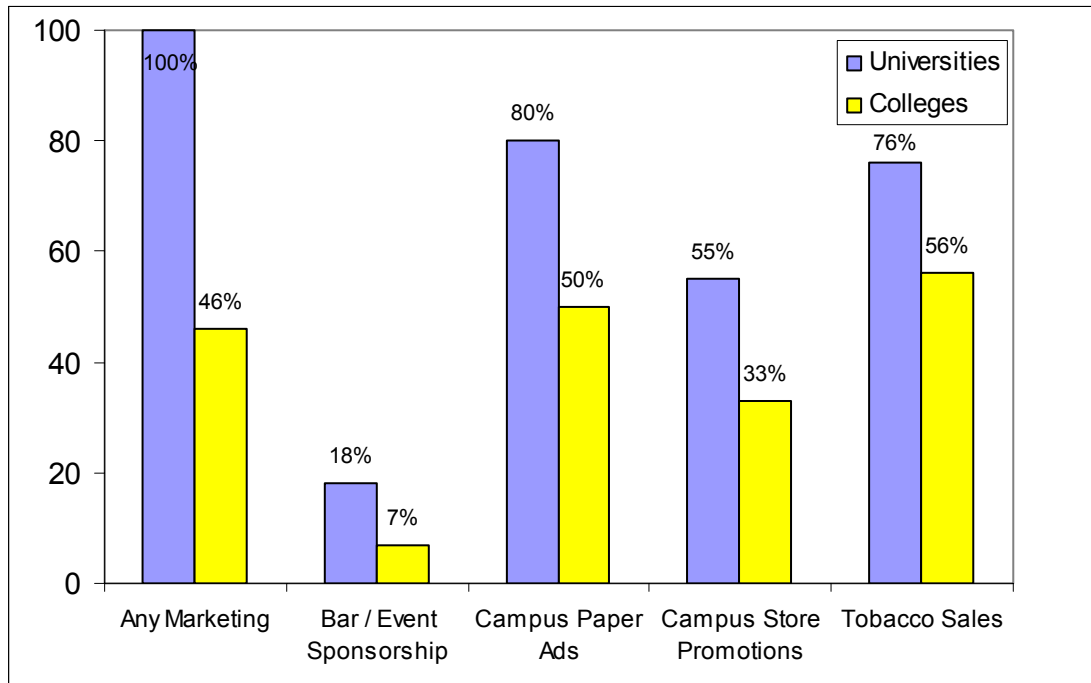
## **6.2 Tobacco Sales and Point-of-Purchase Marketing**

Twenty-one universities (95%) had retail outlets on campus. Of these, 16 (76%) sold tobacco products: 11 universities (57%) sold tobacco in campus stores, while 5 (19%) sold tobacco only in campus bars. Among colleges, 9 (70%) had campus retail outlets. Of these, 5 (56%) sold tobacco products: 4 colleges (44%) sold tobacco in campus stores, while one (12%) sold tobacco products only in campus bars.

Of universities with retail outlets, 11 (55%) had point-of-purchase (POP) promotions, including “power walls” of cigarettes at retail outlets. Six of the eleven schools without POP promotions reported an explicit policy prohibiting tobacco retail promotion. Of the nine colleges with retail outlets, 3 (33%) reported POP promotions. The remaining six colleges with retail outlets reported

policies against POP promotions. Figure 1 depicts the overall prevalence of tobacco marketing at universities and colleges.

**Figure1.** Prevalence of Tobacco Marketing Among University and Colleges

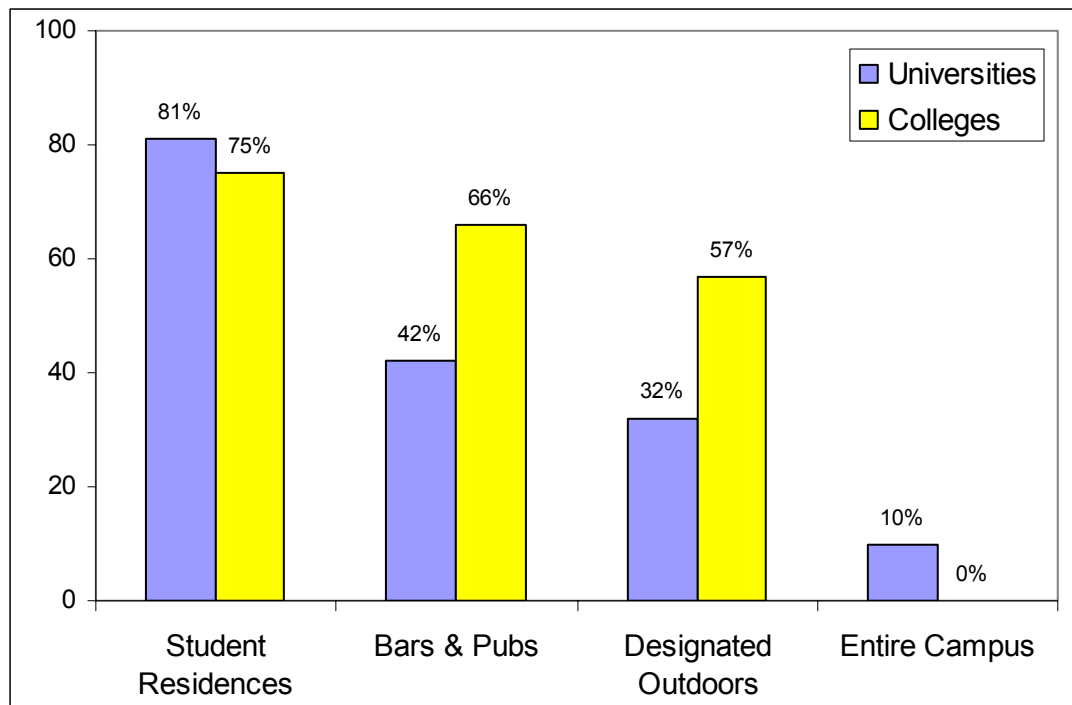


### 6.3 Smoke-free Policies

As Figure 2 illustrates, 17 universities (81%) and 6/8 colleges (75%) reported smoke-free student residences. Only 9 universities (42%) prohibited smoking in campus bars. Of the 3 colleges with campus bars, 2 prohibited smoking (66%). Seven universities (32%) and 8 colleges (57%) reported smoke-free areas in designated outdoor locations, such as entrance ways to buildings. Two universities (Dalhousie and Lakehead) had comprehensive smoke free restrictions that prohibited smoking anywhere on campus, including outdoor areas.



**Figure 2.** Prevalence of Smoke-free Policies Among Universities and Colleges



## 6.4 Cessation Services

Health services at 14 universities (64%) reported that stop-smoking programs were available to students and staff, while student health plans at 6 universities (27%) covered stop-smoking medication such as Zyban. Among colleges, 5 (36%) reported providing stop-smoking services. No colleges reported coverage for stop-smoking medications. (Note that bupropion (Zyban) is covered under Quebec's provincial health plan. However, if the health services contact at a Quebec university or college answered "no" when asked whether such medications were covered for students, these institutions were not coded as providing coverage.)

## 6.5 Tobacco Company Donations and Investments

According to administrators, policies on accepting financial donations existed in 7 of 18 responding universities (39%), and only 1 college (8%). Only two of the responding universities (11%) and one college (8%) had rules or policies specifically related to donations from tobacco companies.

Six universities (32%) and two colleges (15%) had general policies or ethical rules concerning how they invested their holdings or pension funds. No universities had policies or rules against investing in tobacco companies and only two (15%) colleges had such restrictions.

## 6.6 Attitudes towards and Support for Tobacco Control

When asked to report the most important student health issues that need to be addressed, the majority of college and university student executives reported mental health (including stress and anxiety), eating/nutrition, sexual health, and active lifestyles. Approximately 16% mentioned smoking as an important student health issue.

The majority (62%) of university student executives recalled discussing tobacco issues or policies at meetings, while only 36% of student executives at colleges reported discussing tobacco issues or policies at meetings. Figure 3 indicates the perceived importance of tobacco issues on campus. As the figure illustrates, student executives at 32% of universities reported that, relative to other campus issues, the issue tobacco use “not very important”, 45% reported tobacco use was “somewhat important”, while less than a quarter (23%) reported that tobacco was a “very important” campus issue. Among colleges, slightly more than half (57%) reported that tobacco issues were “not very important”, while the remaining 43% reported that tobacco issues were “very important”.

**Figure 3.** Relative to other issues on campus, how important is the issue of tobacco use?

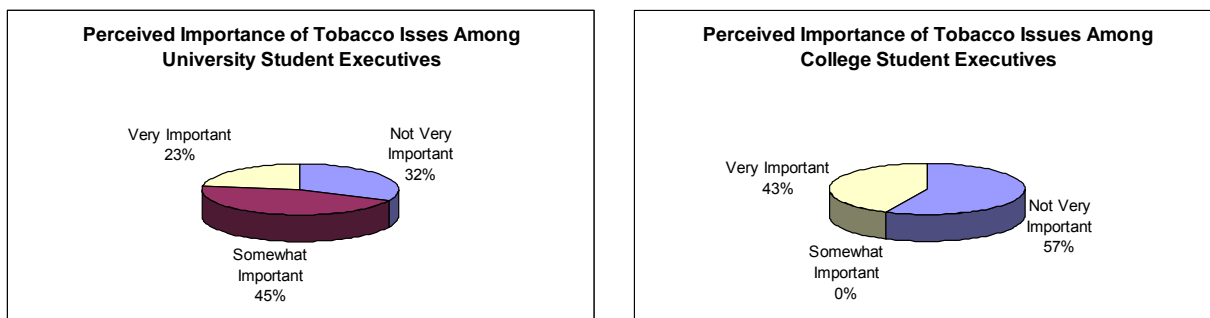
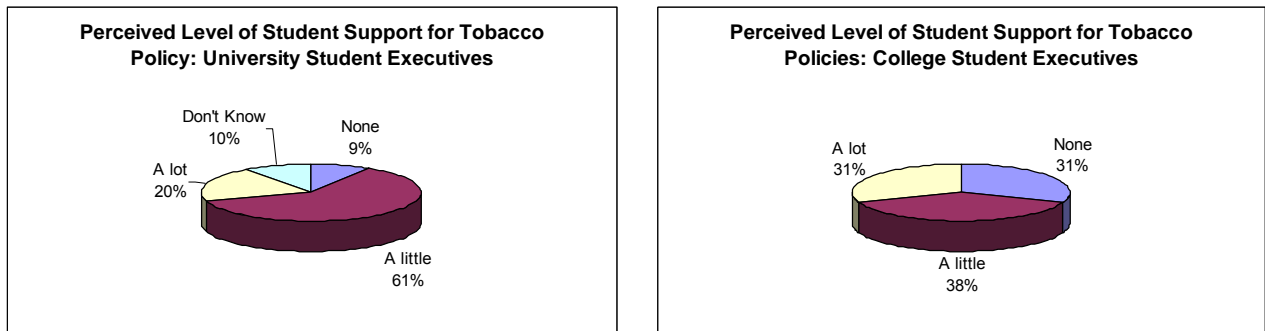


Figure 4 depicts perceptions of student support for tobacco policy among student executives. Overall, university student executives at 10% of universities perceived “no” support for strong campus tobacco policies, 61% perceived only “a little” support, while 20% perceived “a lot” of

support for strong tobacco policies on campus. Approximately 9% reported that they “did not know”. Among colleges student executives, 29% perceived “no” student support for stronger tobacco policies, 36% perceived “a little” support”, while 29% perceived “a lot” of student support for strong tobacco policies on campus.

**Figure 4.** To what extent do students support strong anti-tobacco policies on campus?



## 6.7 Results By Campus

### 6.7.1 Universities

	The University of Alberta	The University of B. C.	Brock University	University of Calgary	Carleton University	Dalhousie University	Université Laval	Lakehead University	McGill University	University of Manitoba	Memorial University	Université de Montréal	University of New Brunswick	University of PEI	Univ. du Québec en Abitibi-Témiscamingue	Univ. du Québec à Rimouski	University of Saskatchewan	St. Mary's University	University of Toronto	University of Victoria	University of Waterloo	Wilfrid Laurier University
<b>SMOKE-FREE POLICIES</b>																						
All Administrative & Teaching Buildings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Student Residences	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓			✓	✓	✓	✓	✓
Bars & pubs		✓	✓			✓		✓					✓					✓		✓	✓	✓
Entire Campus (Including Outdoors)						✓		✓														
<b>TOBACCO ADS &amp; MARKETING</b>																						
Ads in campus newspaper	x		x	x	x	x	x	x	x	x	x	x		x	N/A		x	x	x	x	x	x
Hosted tobacco-sponsored event			x	x		x		x														
Point of Purchase promotions	x	x		x	x		x		x	x		N/A	x			x				x	x	
Policy Restricting Tobacco Marketing											✓						✓					
Policy Restricting Tobacco Donations							✓							✓								

	The University of Alberta	The University of B. C.	Brock University	University of Calgary	Carleton University	Dalhousie University	Université Laval	Lakehead University	McGill University	University of Manitoba	Memorial University	Université de Montréal	University of New Brunswick	University of PEI	Univ. du Québec en Abitibi-Témiscamingue	Univ. du Québec à Rimouski	University of Saskatchewan	St. Mary's University	University of Toronto	University of Victoria	University of Waterloo	Wilfrid Laurier University
<b>TOBACCO SALES</b>																						
In Campus Stores	x	x		x	x		x		x	x		N/A	x			x	x			x	x	
In Campus Bar or Pub	x	x		x	x		x		x	x	x	N/A	x	x	x	x	x	x		x	x	
<b>CESSATION SERVICES</b>																						
Cessation programs	✓	✓	✓	✓	✓	✓		✓		✓	✓		✓	✓					✓		✓	✓
Pharmaceutical Aid Coverage	✓		✓						✓			✓	✓								✓	
<b>CAMPUS RATING*</b> 1 = Poor 5 = Excellent	2	2.5	4	0.5	1	4	1	4	1	1	3.5	2.5	3	3.5	3	1	2.5	3.5	3	2.5	3	4

\*Campus ratings were calculated as follows: smoke-free policies (1 point), prohibiting tobacco sales (1 point), cessation services (1 point), and prohibiting tobacco marketing (2 points). Bonus marks were provided for exemplary policies, such as campus-wide smoking restrictions or prohibitions on tobacco marketing or donations.

## 6.7.2 Colleges

	Aurora College	Cambrian College	Grant M <sup>ac</sup> Ewan College	Holland College	Humber College	New Brunswick Community College	College of the North Atlantic	Nova Scotia Community College	Nunavut Arctic College	Red River College	SIAST	Vancouver Community College	Yukon College
<b>SMOKE-FREE POLICIES</b>													
Administration & Teaching Buildings	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Student Residences	✓		N/A	✓		N/A	✓	✓	✓	N/A	N/A	N/A	✓
Bars and Pubs	N/A	✓	✓	N/A		N/A	N/A	✓	N/A	N/A	N/A	N/A	N/A
Campus Wide													
<b>TOBACCO ADS &amp; MARKETING</b>													
Ads in campus newspaper	N/A	X	X		X	N/A	N/A	N/A	N/A			N/A	N/A
Hosted tobacco-sponsored event	N/A			N/A	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Point of Purchase promotions	X	X				N/A	N/A		N/A	X		N/A	X
Policy Restricting Industry Marketing										✓		✓	
Policy Restricting Industry Donations & Grants		✓									✓	N/A	

	Aurora College	Cambrian College	Grant M <sup>ac</sup> Ewan College	Holland College	Humber College	New Brunswick Community College	College of the North Atlantic	Nova Scotia Community College	Nunavut Arctic College	Red River College	SIAST	Vancouver Community College	Yukon College
<b>TOBACCO SALES</b>													
In Campus Stores	X	X							N/A	X		N/A	X
In Campus Bar	X	X			X				N/A	X		N/A	X
<b>CESSATION SERVICES</b>													
Cessation Programs		✓				✓			✓	✓			✓
Pharmaceutical Aid Coverage	N/A								N/A				N/A

**\*Note:** Campus Ratings were not calculated for colleges because of the high proportion of N/A (Not applicable) items. For example, only 3 colleges had campus bars; smoke-free policies in bars and tobacco-sponsored club nights were therefore not possible.

## 6.8 Summary of Findings

The findings indicate considerable levels of tobacco marketing on post-secondary campuses. Every university and half of colleges participated in some form of tobacco marketing. The lower level of marketing reported by colleges is largely a reflection of the difference in campus environments. Colleges are considerably less likely to have campus bars and media outlets, and lack the physical infrastructure and presence of universities. As result, colleges provide fewer – although still significant— opportunities for tobacco marketing. Note, however, that every college that had been approached to participate in tobacco marketing engaged in at least one form. This suggests that although colleges may lack the venues or the opportunities, they are no less receptive to tobacco marketing than universities. In addition, the levels of industry marketing reported may actually be an underestimate of the actual level of marketing. Despite our efforts to contact all relevant informants, many of campus informants had difficulty recalling individual forms of marketing and may have under-reported due to a lack of awareness. For example, several newspaper editors incorrectly reported that the campus paper had not published tobacco advertisements.

The findings also indicate that even in cases when tobacco marketing did not occur, explicit policies or prohibitions were rare. In other words, a significant proportion of campus informants reported “unofficial” policies. The limitation of unofficial policies is that they are apt to change with the annual turn-over in student executives or to be reversed at a later date. Post-secondary institutions must make these tobacco marketing policies explicit to ensure that the appropriate prohibitions are enforced.

Smoke-free policies were generally weaker than might be expected for post-secondary institutions. Only half of universities and colleges restricted smoking in campus bars and pubs—a critical environment for student tobacco use and exposure to secondhand smoke. Smoke-free policies appear to follow municipal or provincial restrictions: few campuses had a smoke-free policy in campus bars and restaurants, for example, unless required to do so. The notable exceptions are Dalhousie and Lakehead University, which introduced leading-edge smoke-free policies covering the entire campus area.

Campus cessation services available to students and staff varied widely between campuses: not all schools provided services and those that did offered very different programs. Relatively few



post-secondary students have access to the support required to stop-smoking. Although not all schools provided their own cessation programs, several provided referrals to community services, such as those operated by the Lung Association or the Canadian Cancer Society. This type of linkage may represent an opportunity to leverage existing resources, particularly at smaller universities or colleges without drug coverage plans or health services.

The survey also indicated that the issue of tobacco company donations and institutional investments in the tobacco industry remains a non-issue for most post-secondary administrators. Despite growing calls from the public health community for prohibition of these activities<sup>26</sup>, there is little activity or apparent support for this area of tobacco control policy on campus. More generally, the findings indicate an underwhelming degree of support for stronger tobacco policy among student executives. The majority of student executives at both colleges and universities did not perceive tobacco use to be an important student health issue. These perceptions among campus decision makers are in contrast with support for stronger tobacco policies among students, reported elsewhere.<sup>20,21</sup>

## 7.0 DISSEMINATION STRATEGY

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The survey findings in the previous section indicate that awareness and support for stronger campus tobacco policies is lacking among decision-makers. As a result, the dissemination of the survey findings was identified as a key objective of this project. Three critical audiences were identified: 1) the study body at post-secondary institutions, 2) campus decision makers, and 3) the broader tobacco control community. The following provides a brief description of our dissemination activities.

### 7.1 Campus Feedback Reports (See Appendix B)

We created reports tailored to the needs of campus decision makers, including student union executives and administrators. The reports attempt to raise awareness of tobacco control on campus and to provide specific feedback on tobacco marketing at each campus. Links to resources are also provided for those interested in following up. Student executives and administrators at each of the 35 colleges and universities will receive campus reports.

### 7.2 Campus Media Releases (See Appendix C)

A media release has been sent to campus newspapers at each of the 35 participating institutions. This media release includes general information on our survey findings, as well as school specific information for each college or university. A more general version of media release will be sent to an additional 50 institutions who did not participate in the survey. Given that many campus newspapers close for the summer term, a second release will be sent to all schools in September.

### 7.3 Broader media release

With the support of Physicians for a Smokefree Canada, we will conduct a broader media release and “launch” of the results. This broader release is intended to raise awareness of the issue among the general public, as well as the tobacco control community. The results from this survey are also being prepared for a peer reviewed scientific journal in order to disseminate directly to the research community.

## 8.0 POLICY RECOMMENDATIONS

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### 8.1 Background

Many of the world's leading health organizations have issued recommendations for tobacco control policies, including Health Canada<sup>27</sup>, the U.S. Centers for Disease Control (CDC)<sup>28</sup>, and the World Health Organization.<sup>29</sup> The most recent of these – the Framework Convention for Tobacco Control (FCTC)— sets minimum standards for federal tobacco policies and stands as the current standard for international tobacco control.<sup>30</sup>

Below, we have adapted recommendations from the FCTC, the CDC Best Practices for Tobacco Control and other health organizations,<sup>31</sup> to the university environment. The list also incorporates recommendations from the American Cancer Society and the American College Health Association that have been developed specifically for the campus environment. A summary of these policy recommendations can be found in the Campus Feedback Reports (see Appendix B).

### 8.2 Smoke-Free Bylaws

#### Policy Recommendation

- **Smoking should be prohibited in all indoor places including student housing, campus restaurants, and bars and pubs. Institutions should consider extending these restrictions outside buildings, including entrance ways.**

#### Evidence and Effectiveness

Exposure to secondhand smoke increases the risk of lung cancer, heart disease, and variety of other conditions.<sup>32</sup> The most effective means of reducing this risk is to implement comprehensive smoke-free policies. Beyond reducing exposure to second-hand smoke, smoke-free policies have also been found to lower tobacco consumption among workplace employees, to motivate quitting, and may help smokers to quit and stay quit.<sup>33,34,35,36</sup> Within the context of universities and colleges, smoke-free policies in student housing have been shown to reduce smoking, particularly among students who were not regular smokers before entering college. Overall, smoke-free policies are a critical public health measure that have been identified as a priority by Health Canada.

### Feasibility

Smoke-free policies are popular among students. Virtually all students support campus-wide restrictions, including those in student housing, campus bars, and restaurants. To date, a number of Canadian institutions have prohibited smoking in all campus buildings, including student residences and campus bars in compliance with municipal restrictions. Other schools, such as Lakehead and Dalhousie University, have gone a step further by prohibiting smoking outside buildings, anywhere on campus.

### Considerations

- When introducing restrictions, particularly outside buildings, it is important to consider campus boundaries, the proximity of buildings, and the layout of outdoor gathering areas.
- New restrictions need to be communicated to the campus community in advance to ensure awareness, compliance, and a smooth transition.
- Changes in policy require adequate signage indicating where students/staff can smoke.
- Although non-compliance is very rare, plans for enforcement should be established. Campus Security or others responsible for enforcement should be consulted while the policy is being drafted.
- Changes can be more easily implemented at the beginning of a new school year.

## **8.3 Tobacco Event Sponsorship & Promotions**

### Policy Recommendation

- **Any events sponsored by or affiliated with tobacco companies, including bar and nightclub events, should be prohibited from occurring on campus.**

### Evidence and Effectiveness

Canadian tobacco companies have recently increased promotional events, including bar and nightclub events. Events such as the *Definiti Series* (Imperial Tobacco) combine popular DJ's and contest giveaways with "cigarette girls", product displays, and extensive brand promotions in mainstream nightclubs and campus bars. These events integrate cigarettes into the social environment of students and are a primary means of building client data bases for more direct

forms of advertising. Overall, these promotional events are a highly successful means promoting smoking and brand information directly to young adults.

### Feasibility

The overwhelming majority of students support bans on all tobacco promotions and sponsorships on campus.<sup>20-21</sup> Indeed, universities and colleges that have hosted such events have experienced a public backlash in the media and among their students.<sup>37</sup> Policies prohibiting tobacco-sponsored events have been introduced at Memorial University, the University of Saskatchewan, and most recently at the University of Lethbridge.

### Considerations

The main challenge of promotional bans is to ensure compliance. It is not immediately apparent that events such as the *Definiti* series are, in fact, affiliated with a tobacco company. As a result, it is critical that bar and nightclub officials explicitly ask whether the event is associated with a tobacco company when booking such events.

## **8.4 Tobacco Advertising**

### Policy Recommendation

- **All forms of tobacco advertising on campus should be prohibited, including campus newspapers, campus radio, as well as signage at campus bars and pubs. In addition, distribution of tobacco-related products and paraphernalia with tobacco logos should be prohibited.**

### Evidence and Effectiveness

Tobacco advertising has a strong influence on smoking behaviour and young adults and university students are particularly susceptible to tobacco advertising.<sup>4,38</sup> Since 1998, direct brand marketing has been prohibited by federal law in Canada; as of October 2003, sponsorship advertising also became prohibited. There has been a dramatic decrease in tobacco advertising in campus newspapers since the sponsorship advertising ban was introduced. However, despite federal restrictions, tobacco advertising is permitted in various forms, including promotional events, retail promotions, and signs and posters in bar settings. Print advertising and other more traditional forms have also been observed since the sponsorship ban, including in campus newspapers.

### Feasibility

Strong student support exists for banning tobacco advertising on campus: approximately 91% support university-wide bans on tobacco promotions and agreements made between tobacco companies and student unions. To date, several institutions have prohibited tobacco advertising on campus, including Memorial University, Red River College, and New Brunswick Community College.

### Considerations

Unlike policies such as smoke-free policies, campus bans on tobacco advertising may entail a loss of revenue. For example, student executives from the University of Waterloo stated that tobacco advertisements generated important funding for the campus paper and paid for colour printing. This issue needs to be addressed directly. Put simply, student executives and universities should not pursue revenue at the cost of student health. Compliance of advertising bans must also be enforced. Newspaper editors, bar managers, and members of the administration must be aware of the policy and must confirm with agencies that their ads are unrelated to tobacco products or companies.

## **8.5 Retail Promotions and Point-of-Purchase Marketing**

### Policy Recommendation

- **Remove all signs, displays, and other tobacco paraphernalia from campus retail outlets.**
- **Remove shelf displays of cigarettes or “power walls” and place tobacco products under the counter or in an otherwise obscured location.**
- **Prohibit contracts and all payments to display tobacco products.**

### Evidence and Effectiveness

Point-of-purchase (POP) marketing includes any merchandising devices, signs, or advertisements used inside or outside a retail store that provide information about products with the purpose of influencing purchasing behaviour. “Power walls” are the most vivid example of POP marketing: special display units of cigarette packs are provided by the tobacco industry and placed behind the retail counter at eye level. These shelves allow stores to carry and display

quantities of stock that far exceed demand and form “walls” of cigarette packages and brand images for all customers to see. Tobacco companies have also expanded their use of counter top displays of cigarette packs and other branded paraphernalia. These “in-store” promotions have a significant impact on consumer behaviour and have been linked with smoking initiation among youth.<sup>39,40</sup> Indeed, point-of-purchase marketing is particularly effective at reaching youth and children markets and “normalizing” tobacco use.<sup>41</sup> In 2002, Canadian tobacco companies spent over \$70 million dollars on direct payment to retailers.

### Feasibility

There is strong support among university students for removing cigarette displays from campus retail outlets. Over half of students support their removal, while fewer than 14% oppose removing cigarette displays from campus stores. To date, tobacco display and point-of-purchase marketing bans have been introduced at a number of Canadian institutions, including the University of Toronto, Memorial University, and Grant MacEwan College.

### Considerations

There are several barriers to introducing POP marketing prohibitions. First, there is a widespread perception that power walls and counter-top display are not cigarette advertising. This perception is false and needs to be addressed for change to occur. Second, tobacco retail promotions provide student organizations with much needed revenue. As with other forms of tobacco advertising, this revenue is collected at a cost to student health: POP tobacco marketing increases sales and smoking among the students. When advocating for prohibitions on POP marketing it is important to acknowledge these arguments, and propose alternative sources of revenue.

## **8.6 Prohibition on Campus Tobacco Sales**

### Policy Recommendation

- **The sale of tobacco products should be prohibited on campus property, including retail outlets run by the institution, as well as those that are leased from the institution.**
- **The policy should be enforced in any future contract between the university and new stores (private or student).**

### Evidence and Effectiveness

The availability of tobacco products in campus stores reinforces the notion that smoking is a socially normative, sanctioned adult behaviour. More importantly, the sale of tobacco behind cash registers and counter displays stimulates regular and occasional smokers to purchase cigarettes when they may not otherwise do so. In prohibiting the sale of cigarettes, campuses are not denying the rights of students to buy and smoke cigarettes, but rather exercising their own right not to supply these cigarettes in the interests of student, faculty, and staff health. Both the American Cancer Society and the American College Health Association have endorsed policies to remove the sale of tobacco products from campus stores.

### Feasibility

There is considerable support for removing tobacco sales from campus stores.<sup>42</sup> Over half of university students typically support such a policy, with only one quarter opposing prohibition of tobacco sales on campus. There is also evidence that support for policies banning tobacco sales may increase following their introduction.<sup>21</sup> Post-secondary institutions have the authority to prohibit the sale of tobacco products within student and administration-owned retail outlets, as well as in outlets leased to private businesses. To date, over 30 American colleges and several Canadian universities have already banned tobacco sales on campus, including Wilfred Laurier University, Brock University, Lakehead University, Grant MacEwan College, and Vancouver Community College.<sup>43</sup>

## **8.7 Stop-Smoking Services and Therapies**

### Policy Recommendation

- **Assign staff responsibility for smoking cessation services to public health nurses or other health service staff.**
- **Ensure health practitioners on campus are aware of clinical practice guidelines.**
- **Provide referral to counseling services, either on campus or off-campus resources such as the Canadian Cancer Society's local quit-line.**

**([www.cancer.ca/ccs/internet/standard/0,3182,3172\\_49465673\\_langId-en.00.html](http://www.cancer.ca/ccs/internet/standard/0,3182,3172_49465673_langId-en.00.html))**



- **Health plans should provide coverage of smoking cessation medications, including nicotine replacement therapies (nicotine gum and the patch) and bupropion for both staff and students.**
- **Promote awareness of cessation services on campus.**

### Evidence and Evaluation

Approximately 80% of smokers between the ages of 17 and 25 try to quit each year, yet fewer than 10% succeed. At least one reason for this failure rate is that most smokers attempt to quit on their own, without any form of assistance,<sup>44</sup> despite the fact that stop-smoking medications (nicotine gum, patch, and bupropion), self-help materials, and advice from a health professional all improve motivation to quit and the likelihood of a successful quit attempt.<sup>45</sup> Yet, many young smokers lack appropriate access to smoking cessation services and few use these resources when trying to stop smoking. Increasing access to cessation resources can help smokers to quit: providing counseling services and full coverage of stop-smoking medications, including nicotine gum and the patch, are relatively low cost strategies to increase quit rates.<sup>46,47,48</sup>

### Feasibility

Smoking cessation services vary widely across post-secondary institutions: 50% of schools surveyed in the current study and 70% of U.S. colleges offered some type of smoking cessation program through student health insurance, but few offer the comprehensive services of counseling, nicotine replacement therapy (NRT), and education.<sup>49</sup>

### Considerations

A number of institutions offering cessation programs have found that few students use these resources unless approached directly.<sup>50</sup> In fact, as of 2000, 6% of U.S. schools had discontinued smoking cessation due to lack of demand. Most younger smokers prefer to quit on their own, however, a lack of information or awareness of these services might also explain the low demand.<sup>51,52</sup> Cessation services must be publicized on campus to be effective. For example, some institutions have used email or campus media to promote cessation services. Additional information on student cessation needs and guidelines for policies can be found at: <http://www.ttac.org/college/index.html> .

## **9.0 CAMPUS ADVOCACY TO POLICY: A BLUEPRINT FOR CHANGE**

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The following section provides an overview of the policy process at post-secondary institutions, as well as guidelines for implementing tobacco policy. These guidelines have been drawn from successful experiences at both Canadian and U.S. institutions and are intended to help direct campus advocacy.

### **9.1 Identify Campus Advocates**

As the campus survey indicates, tobacco control suffers from a lack of awareness among campus decision makers. Advocacy is the first step towards educating decision makers and putting tobacco control on to the policy agenda. Campus policy is considerably more flexible and reactive than many other jurisdictions. As a result, a relatively small number of well-coordinated advocates can influence policy decisions. Potential campus advocates include:

- Student groups
- Student government
- University/College administration (Board of Governors, Dean of Student Services, other administrators,)
- Faculty and Staff
- Health services

Campus advocates that partner with credible off-campus organizations are likely to have the greatest impact on campus policy. Potential partners include Physicians for a Smokefree Canada, local cancer societies, health units, and regional tobacco control groups such as ASH Alberta or the Ontario Coalition for Tobacco Control (OCAT).

### **9.2 How are University Policies Developed?**

Advocacy is only the first step towards policy implementation. For policy change to occur, advocates must find a champion among campus decision makers. Campus policy is made at several levels. The Board of Governors (BOG) have the ultimate authority to set campus policies. BOG members typically include the Chancellor, the President, prominent members of the community, as well as staff, faculty, student representatives.. Given that policies set by the BOG supersede all others, it is preferable for tobacco policies to be introduced at this level.

BOGs typically meet on a monthly basis, during which time policies may be introduced by BOG members. Once a policy has been drafted, it is submitted to the relevant director (e.g. Student Services) and then to the Vice President responsible for the submitting department (e.g. VP Administration and Student Services). The VP is responsible for reviewing the document and providing feedback in terms of strategic positioning and scope of impact of the policy. The policy is then brought to the Board of Governors for final approval. Once approved, the policy is returned to the Vice President for dissemination throughout the campus. Post-secondary institutions also have health and safety committees, responsible for setting campus health policy. These committees often have the jurisdiction to set their own policies, although significant policy changes may also be referred to the BOG. It is common for a student representative to sit on the health and safety committee.

Student executives can also propose and advocate for policies through their representatives on the BOG. In addition, student executives typically have a mandate to set policies that govern their own activities, which may include operating campus media outlets, campus bars, and restaurants. The policy process for student executives is similar, though somewhat less structured than that for the Board of Governors. There is also somewhat more variety in this level of decision making between campuses and particularly between colleges and universities.

Health professionals from Student Health Services, such as Health Promotion Nurses and Health Educators also play an important role by raising student health issues and serving as credible advocates. Health Services also serve an important role in implementing policy and providing critical resources for public education campaigns. Finally, faculty can help to support tobacco policy by lending their individual support, as well as through the support faculty associations.

### **9.3 Steps Towards Change: A “How To” Guide**

The following provides a list of steps for tobacco control advocacy on campus. These steps were drawn from successful initiatives across universities and are written for campus advocates.

#### **1. Preparation.**

Before approaching campus decision makers, do some background work and have materials at the ready.

- *Know the facts* about your own campus and tobacco-related policies. Ask around about existing policies and make sure you have accurate information before proceeding.
- *Don't approach tobacco use as a moral issue.* Above all, tobacco use is a health issue and universities are obligated to provide healthy environments for their staff and students. The tobacco-harm “calculator” developed by the American Cancer Society may be useful to help communicate the health burden of tobacco use (See Appendix D).

## **2. Raising the Issue: Initial contact with administrators and student executives.**

Issues need to be heard to be acted upon. Raise your concerns about tobacco policy on campus individually to your representatives. Keep your written communications relatively short— one or two pages should be plenty. Consider including the *Campus Tobacco Pamphlet* (see below) in your initial contact. The following points might also be useful:

- *Complaints, and outside pressure* can help to initiate change. Complaints that are seen to affect the institution's reputation, the reputation of the administration, or student representatives may elicit a quicker response. This may be particularly important with regards to implementing smoke-free policies—employee complaints are likely to have more impact than general complaints from the study body. A petition or informal survey of pub or bar workers may be useful.
- *Be positive.* Instead of assigning blame, help to inform and educate decision makers. Most decision makers simply haven't considered tobacco control and this may be the first time they've been asked to review tobacco policies. Help decision makers to see that policies can be an opportunity for them to become a leader on student health issues.
- *Benchmarking school policies* against those of comparable schools can be a powerful argument for change. How does your institutions rank relative to others? The university policy ratings found in Section 6 of this report might prove useful in this regard.

- *Personal testimonials are powerful.* Almost everyone knows someone whose life has been affected by tobacco. Putting a personal face on issue of tobacco use can help to persuade decision makers.
- *Remind decision-makers of student support.* The overwhelming majority of students support smoke-free policies and complete bans on campus tobacco marketing. Make sure administrators and student executives are aware that tobacco control policies are extremely popular policies.

### **3. Provide alternatives.**

Help decision makers by providing concrete proposals. The *Policy Templates* in Appendix E may be helpful. Also consider the following:

- *Pay attention to the bottom line.* Financial matters are important to colleges and universities. Understanding the financial impact of tobacco on campus is a critical issue in policy change and removing tobacco marketing may represent a loss of revenue. This issue should be addressed directly: student health and removing the stimulus to purchase cigarettes on campus is more important than revenue gained from the sale of tobacco.
- *Use research evidence or statistics to bolster your arguments.* Showing people data and numbers on costs to students, staff, and the school at large can be very persuasive.
- *Utilize existing resources.* While all campuses are different, there is no need to reinvent the wheel. Use existing resources to get you started- see the “Resources” section below for convenient internet sources of information.
- *Consider faculty and staff when proposing policy changes.* Faculty and staff spend five days a week or more on campus, and are often present for many more years than are students. Consider a petition among faculty and staff. Another approach may be to approach the Deans of different faculties for support.
- *If necessary, consider a “phase-in” period.* For example, student executives may decide to prohibit tobacco sales in 12 months’ time, rather than immediately to allow time to replace lost revenue. This type of compromise may help garner support for more stringent policies.

#### **4. Enlist the support of Campus media.**

Campus newspapers and radio are often desperate for news. Contact the local news editor and ask them if they are interested writing a story on campus tobacco issues or whether you could submit one for the newspaper. Begin with an email and then follow-up with a phone call, and a meeting, if necessary. If you have already spoken with student executives or administrators, suggest to the editor that he/she may want to approach these individuals for interviews. A clipping or reference to published articles can be included in subsequent correspondence with administrators.

#### **5. Enlist support of local media.**

Contact your local newspaper or radio show about your efforts to address tobacco issues on campus. This can be an effective means of generating interest from administrators if other efforts have failed. As always, present your case in terms of its health implications. As with the campus media, begin with an email and then follow-up by phone and meeting, if necessary. When dealing with local media, provide your media representative with contact information for tobacco control advocates in the broader community, such as Physicians for a Smokefree Canada or more local contacts such as ASH Alberta.

#### **6. Follow-through to the policy process.**

Even if your advocacy efforts have succeeded in raising the attention of the student body and decision makers, it is essential to ensure that your proposals navigate the policy process at its different levels. For example, student executives may decide to remove tobacco advertisements in the campus bar or newspaper, but it is imperative that these decisions are enshrined in policy to ensure that these decisions are fixed for the future and not just the current term.

- *Persistence is key.* Just because a proposal was turned down previously does not mean that it will be turned down the next time.
- *Lobby hard at the highest levels of administration.* Take the time to lobby those in power on campus to commit to taking a stance on tobacco, be it the President or the

administrators to whom (s)he listens to most closely. Follow up individually with the same administration and student government representatives that you originally contacted by email and then by phone.

## **7. Provide positive feedback to stakeholders.**

Be sure to recognize tobacco control achievements by providing positive feedback and congratulations to champions of the policy and key stakeholders. This will help lay the foundation for the tobacco control agenda in the future.

## **8. Resources**

We have developed a set of resources to support campus advocacy. The resources listed below can be downloaded from the internet ([www.smoke-free.ca](http://www.smoke-free.ca)) and can easily be adapted to individual needs.

### **a. Campus Tobacco Pamphlet**

We have created a general pamphlet that outlines the issue, provides basic facts about tobacco on campus, and helps to address some of the most common concerns raised by campus decisions makers.

### **b. Media Release Template (See Appendix C)**

This template includes several of the basic facts included in the Campus Tobacco Pamphlet. This release provides the basic outline for a media release and can adapted, as needed. Fill in the blanks for your campus by using the results presented in Section 6.7.

### **c. Policy Drafts (See Appendix E)**

We have created a set of “generic” policy templates, adapted from actual policies that have been introduced at various universities. Drafts have been created for smoke-free policies, tobacco marketing restrictions, including tobacco sales and retail promotions, as well as for policies limiting donations and grants from tobacco companies. These templates can be used by advocates who are submitting proposals or institutions drafting new policies.

### **d. Internet resources**

For additional information and resources, consider the following internet sites:

<http://www.ttac.org/college/action/action.html>

*College Tobacco Prevention Resource*: An excellent online resource managed by Tobacco Technical Assistance Consortium, providing strategic advice for schools contemplating implementation of tobacco prevention programs and policy ideas.

[http://www.cancer.org/downloads/COM/Advocating\\_For\\_A\\_Tobacco-Free\\_Campus.doc](http://www.cancer.org/downloads/COM/Advocating_For_A_Tobacco-Free_Campus.doc)

*Advocating for a Tobacco-Free Campus*: A manual for college and university students published by the American Cancer Society's Smoke-Free New England Initiative's College and University Project. The site provides standards for creating a tobacco-free campus, overall strategies for action, media advocacy, and fact sheets.

<http://www.tobaccofreeu.org/index.asp>

*Tobacco Free U*: An excellent website written by and for students on campuses wishing to involve themselves in the campaign against tobacco use on campuses. This site includes information on facts and figures, policy reform, cessation, programming, student involvement and evaluation.

<http://www.ash.ca/campuses/index.html>

This site provides an excellent overview of research and advocacy efforts in Alberta, with links to other initiatives.

<http://takeactiononline.org/>

Funded by the California Department of Health Services Tobacco Control Section, this site offers a downloadable book called *Media and Internet Advocacy: A Guide for Campus Advocates* and offers free websites to campuses and communities interested in taking action against tobacco.

<http://www.tobaccoreduction.com>

*Students for Tobacco Reduction*. Want to start your own advocacy group on campus? This website was set up following the very successful efforts of tobacco control advocates at the University of Lethbridge. Check out their story as an example of how it can be accomplished.



<http://www.smoke-free.ca>

*Physicians for a Smoke-free Canada.* This website provides an excellent tobacco control primer, including examples of tobacco industry marketing and other interesting facts.

[http://www.bigtabaccosucks.org/home/pdf/Divestment\\_Action\\_Guide.pdf](http://www.bigtabaccosucks.org/home/pdf/Divestment_Action_Guide.pdf)

*Death Is a Bad Investment: The Tobacco Industry, Corporate Power and Your School's Money. A Divestment Action Guide:* This is a 9-page guide created by the Council for Responsible Public Investment, outlining a comprehensive action plan for investigating and divesting educational endowment and other funds.

## 10. CONCLUSIONS

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Tobacco control at post-secondary institutions has the potential to influence an important group of young adults. Post-secondary students are role models for youth and future decision-makers who will dictate tobacco control policy and social norms for the next generation. They are also in the midst of stressful life-changes that make them particularly susceptible to tobacco marketing. Indeed, post-secondary students are at the critical age when smoking becomes an established behaviour, with important increases in consumption. Meanwhile, campus environments provide the tobacco industry with an inexpensive, direct means of targeting students and, by extension, youth. There are strong indications that tobacco marketing on campus has intensified in recent years and, although smoking rates are traditionally lower among post-secondary students than other young adults, there is growing concern that tobacco use among university and college students may be on the rise. Despite this, we know very little about the tobacco control environment at post-secondary institutions in Canada.

The current project represents the first steps towards increasing our understanding of tobacco policies and industry marketing on campus. Our survey of 35 post-secondary institutions indicated extensive tobacco marketing on campuses: every university and half of the colleges surveyed had received money for some form of tobacco marketing in the past year. We also found substantial differences in tobacco policy between schools. While campus tobacco policies were virtually absent from a number of schools, others reported leading-edge policies such as tobacco sales bans and comprehensive smoke-free policies. However, even among schools with progressive policies, few student union executives and administrators reported that tobacco control is a priority and many failed to recognize marketing initiatives such as point-of-purchase promotions as forms of tobacco advertising. In short, campuses remain tobacco-friendly environments and awareness of tobacco control issues among campus decision-makers is lacking. These findings represent the most comprehensive study of campus tobacco control policy in Canada to date.

If the tobacco industry has made university and college students a priority, so too must the tobacco control community. Indeed, relative to other initiatives, campus tobacco policies represent a cost-effective public health investment: campus tobacco policies are already supported by the overwhelming majority of constituents, they are unlikely to be actively opposed by the industry, nor are they likely to change once introduced. Yet, without direction from the

public health community, campus policies will continue to lag behind municipal, provincial, and federal initiatives. The partnership between ASH, AADAC, and student groups in Alberta demonstrates how a non-governmental advocacy group, a governmental health agency, and local institutions can create effective partnerships. However, this type of partnership needs to be expanded or exported to the rest of the country for comprehensive change to occur. To this end, a list of priorities for the tobacco control community is provided, below.

## **10.1 Policy Implications for Health Canada and the Tobacco Control Community**

### *1. Foster awareness of tobacco control on campus.*

Education and awareness among decision makers and student advocates is critical. Greater awareness may be accomplished by funding regional conferences or meetings of student executives and administrators, as well as helping to establish a national advocacy network that can support and link individual or regional advocacy groups. Alternatives include providing funding to sponsor the annual meeting of incoming student executives from across the country (the Canadian Congress of Student Associations).

### *2. Seek institutional endorsement for policy standards.*

The policy objectives must be made clear to campus advocates and decisions makers. To this end, credible public health organizations such as the Canadian Cancer Society or Health Canada might endorse a list of minimum campus standards for tobacco control policy, such as those provided in Section 8. Endorsement might also be sought from the Canadian Federation of Students and other national student groups.

### *3. Foster policy creation on campus.*

Voluntary codes of conduct are not enough- institutions need to be pushed to implement explicit tobacco control policies. As a starting point, we recommend focussing upon 1) point-of-purchase marketing and 2) smoke-free policies in all campus building, including bars and restaurants. These two policies are the most important and the most amenable to change. Point-of-purchase marketing is the most widespread and salient form of tobacco marketing on campus, while smoke-free policies are critical both for their health impact upon employees and patrons, and also for their role in shaping social norms among post-

secondary students. In jurisdictions without municipal or provincial legislation, these policies should be among the highest priorities.

4. *Link campuses with existing cessation resources.*

Smaller post-secondary institutions may lack the resources or expertise to create their own cessation services on campus. Health Services at all universities and colleges would benefit from linking with existing community-based resources, such as the Canadian Cancer Society Helpline, Health Canada's Quit4Life website, and other resources. A "promotional" package of available cessation materials should be disseminated directly to Health Services and student executives at every post-secondary institution in Canada. Providing this information will not only help to leverage community resources, but also help to establish a relationship with campus decision makers.

5. *Develop monitoring tools for young adults & industry marketing.*

Young adults need to feature more prominently in tobacco control programming and policies. For this to occur, our understanding of this key target group, including non post-secondary students, must increase. Young adults should be used as informants to monitor tobacco marketing and the impact of policy. The Canadian Tobacco Use Monitoring Survey is an excellent resource for tracking trends among Canadian smokers, including those aged 15-25; however, it is not capable of monitoring specific policies, or the prevalence or impact of tobacco marketing on young adults. A parallel longitudinal survey of young adults would be a critical first step towards targeting young adults and evaluating these initiatives.

## **Tobacco on Campus Workbook**

### **1. Institution Contact Information**

Name:

Address:

Phone:

Email contact:

Website:

### **2. Interviewer Contact Information**

Name:

Address:

Phone:

Email:

### **3. Institution Website Search**

[Conduct a search of the university/college web-site. Search for the following terms : smoking, tobacco, smoke-free, policy. Provide a description of any relevant websites or resources, and collect all relevant policies, where possible.]

#### 4. Information about student association/student union activities

Source: Student Union President / Vice-President

4a ► Is there a student association on campus?

☐ Yes

☐ No

Name & Information for contact:

► What are the most important student health issues that need to be addressed?

4b ► Relative to other issues on campus, how important is the issue of tobacco use? Read:

☐ Not very important

☐ Somewhat important

☐ Very important

► I'd like to ask you about policies that might exist in a few different areas. As far as you know, what if, any, is the policy regarding :

\*Note: If policy exists, ask whether a copy of the policy can be accessed either by web or requested by mail.

4c ► Selling tobacco in campus stores ?

☐ Policy (Describe below)

☐ No Policy

☐ Don't know (Ask for contact:

\_\_\_\_\_)

Description:

4d ► Displaying tobacco products in campus stores ?

☐ Policy (Describe below)

☐ No Policy

☐ Don't know (Ask for contact:

\_\_\_\_\_)

Description:

4e ► Hosting promotional events related to tobacco products in campus bars, such as Goldclub Series, Definiti or Extreme-music ?

☐ Policy (Describe below)

☐ No Policy

☐ Don't know (Ask for contact:

\_\_\_\_\_)

Description:

4f ► Ads for tobacco companies or promotion in campus newspaper ?

☐ Policy (Describe below)

☐ No Policy

☐ Don't know (Ask for contact:

\_\_\_\_\_)

Description:

4g ► Donations, grants or scholarships to the university from tobacco companies?

☐ Policy (Describe below)

☐ No Policy

☐ Don't know (Ask for contact:

\_\_\_\_\_)

Description:

4h ► Is smoking allowed inside any campus building

<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>► If yes: Is smoking allowed inside student residences?</p> <p>If yes, Describe:</p> <p>4i. Are there smoking and non-smoking residences ?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>Describe:</p> <p>4j Are students able to request for a non-smoking residence ?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>Describe:</p> <p>4k Is smoking allowed in campus bars or pubs?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>Describe:</p> <p>4l Is smoking allowed on campus restaurants or dining areas?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>Describe:</p> <p>► If no:</p> <p>4m Is smoking allowed on campus outside buildings?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know</span> </div> <p>Describe:</p>
<p>4n ► Do you know of any request in the past 12 months for the student association/union to participate in promotions related to tobacco products? For example, bar promotion events such as Definiti or Goldclub series?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know (Ask for contact: _____)</span> </div> <p>If Yes, Describe:</p>
<p>4o ► Are you aware of any existing agreements or contracts for advertising or promotional events related to tobacco?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know (Ask for contact: _____)</span> </div> <p>If Yes, Describe:</p> <p>Date:</p> <p>Location:</p> <p>Type:</p>
<p>4p ► Are you aware of any promotional events or any advertising related to tobacco that have or will take place in future?</p> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <span><input type="checkbox"/> Yes</span> <span><input type="checkbox"/> No</span> <span><input type="checkbox"/> Don't know (Ask for contact: _____)</span> </div> <p>If Yes, Describe:</p> <p>Date:</p> <p>Location:</p> <p>Type:</p>

4q ► Has the student union ever discussed tobacco-related issues or policies at meetings?  
☐ Yes      ☐ No      ☐ Don't know (Ask for contact: \_\_\_\_\_)  
If Yes, Describe:

4r ► To what extent do students support strong anti-tobacco policies on campus? Read:  
☐ Not at all      ☐ A little      ☐ A lot

► Who is responsible for setting policies of health-related issues on campus?  
Describe:

☐ Don't know (Ask for contact: \_\_\_\_\_)

## 5. Information About Campus Newspapers

Source: Editor or Advertising Editor of Campus Newspaper

5a ► Is there a student newspaper (or newspapers) at this college or University?  
☐ Yes      ☐ No

► Name of largest circulation student paper:

Editor or Advertising Editor name:

Editor or Advertising Editor email :

5b ► As far as you know, have any advertisements related to tobacco companies or sponsored events appeared in the campus newspaper?  
☐ Yes      ☐ No      ☐ Don't know (Ask for contact: \_\_\_\_\_)

5c ► Is there a policy regarding advertisements for tobacco products or for tobacco sponsored events in the student newspaper?  
☐ Policy (Describe below)      ☐ No Policy      ☐ Don't know (Ask for contact: \_\_\_\_\_)  
Description:

5d ► Is the campus newspaper available online?  
☐ Yes      ☐ No      ☐ Don't know (Ask for contact: \_\_\_\_\_)

► How is the paper funded ?



## 6. Information about promotional events in on-campus bars and pubs

Source: Bar/Pub Manager or Promotions Manager

6a ► Are there bars or pubs on campus?

☐ Yes ☐ No ☐ I could not find out

If Yes, Name: \_\_\_\_\_

6b ► Who runs the pub/bar?

☐ Student Association ☐ University or college ☐ Private  
☐ Could not find out

► Name of manager or person contacted about on-campus pub/bar: \_\_\_\_\_

► Phone number of contact: \_\_\_\_\_

6c ► Does the [bar name] engage in promotions for products or services, such as beer, entertainment or other consumer products?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

6d ► Does the [bar name] have a policy about what type of promotions it will enter into?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe: \_\_\_\_\_

6e ► Has [bar name] been approached to host any promotional events linked to tobacco such as Goldclub, RedSeat, Extreme-Music, Definiti, in the past 12 months?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe: \_\_\_\_\_

6f ► Has [bar name] hosted any promotional events linked to tobacco?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If Yes:

a. Dates: \_\_\_\_\_

b. Type/Name: \_\_\_\_\_

c. Was it well attended? \_\_\_\_\_

6g ► Is smoking allowed in campus bars or pubs?

☐ Yes ☐ No ☐ Don't know

If yes, Describe: \_\_\_\_\_

## 7. Tobacco Sales and Retail Outlets

Source: Manager of campus store

7a ► Are there retail outlets on campus?

☐ Yes ☐ No ☐ I could not find out

Name and location of largest retail outlet: \_\_\_\_\_

Name of manager or person contacted about retail outlet:

Phone number of contact:

---

7b ► Who operate the outlet: the student society or an independent business?

---

7c ► Does your store sell cigarettes?

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

---

7d ► Does your store have counter-top displays, or shelving displaying cigarettes?

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

---

7e ► Does your store have a contract with one or more tobacco companies to display cigarette packages, signage, counter displays or other promotions?

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

---

7f ► Does your store have a contract with the university or campus that includes provisions governing how it can sell or display any products?

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

---

7g ► Are there any other retail stores on campus?

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes:

7ga Do they have the same policies/rules about selling and displaying tobacco products

☐ Yes                      ☐ No                      ☐ Don't know (Ask for contact: \_\_\_\_\_)

---

**For "On Campus" surveys only :**

Visit store and note the following:

7gb ► Are tobacco products sold? (ask if necessary)

☐ Yes                      ☐ No

7gc ► Cigarettes shelves/displays behind counter visible?

☐ Yes                      ☐ No

7gd ► Cigarette displays or paraphernalia (e.g. matches, lighters, etc.) visible on counter?

☐ Yes                      ☐ No

If Yes, Describe:

### 8. Information about programs to help smokers quit

Source: Director of Student Health Services or the Health Promotion Nurse

8a ► Are there any stop-smoking services or programmes for students available on campus?  
☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

8b ► Does the university/college health plan cover Zyban?  
☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

### 9. Information about university/college policies

Source: University/College Administrator-Public Affairs

Who can answer questions about university/college policies?

Name and position:

Telephone Number:

9a ► Does the [university/college] have any policies or rules regarding from whom it will accept donations or grants?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

9b ► Does the [university/college] have any policies or rules regarding donations from tobacco companies?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

9c ► Does the [university/college] have any general policy or ethical rules how it invests its holdings or pension funds?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

9d ► Does the [university/college] have any policies or rules about investing in tobacco companies?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

9e ► Does the [university/college] have any contractual relationships with tobacco companies?

☐ Yes ☐ No ☐ Don't know (Ask for contact: \_\_\_\_\_)

If yes, Describe:

## 11. APPENDIX B: CAMPUS FEEDBACK REPORT

### Tobacco on Campus

Physicians for a Smoke-free Canada recently completed a survey of universities and colleges across Canada—including [university name]—to examine tobacco issues on campus. What we found alarmed us—please see a description of the issue and a summary of our findings below.

**“Students have enough other problems, smoking is not really a priority for us.”**

Tobacco use is the leading cause of preventable death in Canada: more people die from smoking related disease than from car accidents, alcohol, illicit drug use, and murder combined. Source: Health Canada

Almost one third of young adults 19-24 smoke—more than any other age group.

Unless the smoking rate changes, approximately xx [university] students will die from smoking. Source: American Cancer Society

In short, there are few areas where you can have a greater impact on the health of your students.

**“Is the tobacco industry really targeting our students?”**

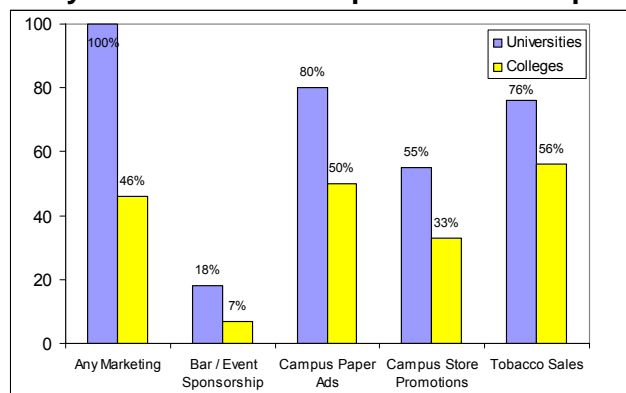
The tobacco industry has a problem: because their most loyal customers die from smoking, they need to find replacement smokers. Where will they find them?

“The loss of younger adult males and teenagers is more important in the long term, drying up the supply of new smokers to replace the old.”

RJR Tobacco Company Executive, 1982.

According to internal tobacco industry documents, college and university students are particularly susceptible to tobacco marketing because these students are experiencing exciting, though stressful changes in their lives. According to tobacco executives, this is an ideal time to convince them to smoke and keep smoking.

- **We surveyed 35 post-secondary schools and found that every university and half of colleges received money to market tobacco products in the past year.**



Many student union executives and administrators were either unaware or failed to recognize retail displays and promotions as tobacco marketing, particularly with regards to retail store displays and promotions. In fact, retail promotions are highly effective and represent the most common form of tobacco marketing, for which tobacco companies pay over \$70 million to Canadian retailers each year.

- The tobacco industry is targeting university and college students and they are using student unions and universities to help them.

### **Are you taking money from the tobacco industry?**

Our survey indicates that [university name] has [run/not run] advertising in the campus paper, the campus store [has/doesn't have] cigarette and product displays, and that [university name] [has/has been approached but has not/ has not] hosted a tobacco sponsored event in the past year.

In addition, tobacco sales are [permitted/banned] from campus stores, stop-smoking services [are/are not] available to students, and smoking is [allowed/ not allowed] inside campus buildings including campus bars.

- Overall, the [university name] fared [poorly/average/well] when compared to other schools, [although] further action is required.

### **“Students are old enough to decide for themselves— its not our place to tell them whether or not to smoke.”**

We agree: your students have a right to make their own choice whether or not to smoke; however, their student council and university should not be complicit in encouraging them to do so by accepting money to promote and market tobacco products.

### **“The money from retail display and other tobacco promotions is an important source of income at a time when resources are tight.”**

Financial need was cited as the primary reason for accepting money for tobacco promotions, but financial needs must not be met at the expense of student health. The industry is paying for these promotions for a reason: they work.

### **Students will like you for it. Tobacco companies won't.**

The majority of student unions felt that tobacco was **not** an important issue for students. Students themselves disagree: over 90% of university students say that their school should be prohibited from entering into contracts with the tobacco industry and promoting tobacco products anywhere on campus.

- Tobacco control policies are popular with students, even smokers: Over 90% of students say that all buildings on campus should be smoke-free. However, only 58% of universities and 40% of colleges had smoke-free policies in campus buildings, including bars and pubs.

## Recommended Policies for Your Campus

More and more universities and colleges are passing simple rules that keep the tobacco industry off their campuses to ensure they are not helping to market tobacco to their students.

1. Protect students and workers from second-hand smoke.

Introduce comprehensive smoke-free policies in all indoor areas. This includes all academic and administrative buildings, all student residences, and campus bars and other social settings. These restrictions are inevitable in the near future as municipalities and provinces pass comprehensive restrictions- take the lead by introducing these now.

2. Prohibit advertising and other tobacco company promotions.

The following should be prohibited: a) ads in campus newspapers for tobacco company events, b) tobacco advertisements in student bars, and c) events sponsored by tobacco companies.

3. Remove in-store tobacco promotions from campus stores.

Tobacco companies pay top-dollar to have your campus store display cigarettes and signs behind or on the counter. Make no mistake: this is advertising that works. Tobacco companies pay over \$70 million dollars a year for these displays and it is critical to their marketing strategy. Ban all such contracts to promote tobacco products.

4. Stop selling tobacco products on campus.

Tobacco products should not be sold on campus, including in the campus bar.

5. Don't accept donations from the tobacco industry or invest in their companies.

Its very important to tobacco companies that people think they are good corporate citizens and do good things for the community. This public relations strategy is an attempt to buy public support at a time when they are trying to resist regulation and legislation.

6. Help students trying to quit.

Ensure that student health services are prepared to offer or refer students to community services, such as the *Canadian Cancer Society Helpline*. Stop-smoking medications such as nicotine replacement therapy should be covered under the student and staff health plans.

**"I think it's important to set a policy, but I don't have time and wouldn't know where to start."**

We can help. We have a full report that provides background and an overview of tobacco control policies at other campuses. We also have web links and can even put you in touch with student unions and administrations that have made a difference. Need proof that a policy works? We have summaries of each policy and evidence of their effectiveness.

➤ We have drafts of policies that have been introduced at other schools you can use to develop your own policy. [[www.smoke-free.ca/campus](http://www.smoke-free.ca/campus)]

**Please contact us:**

Physicians for a Smokefree Canada  
1226A Wellington Street Ottawa, Ontario K1Y 3A1  
Tel: (613) 233-4878 [www.smoke-free.ca/campustobacco](http://www.smoke-free.ca/campustobacco)

**\*Note that the following cover letter accompanied the Campus Feedback Report**

June 1<sup>st</sup>, 2004

Dear [decision maker],

Physicians for a Smokefree Canada recently completed a survey of universities and colleges across Canada –including [university name]— to examine tobacco marketing in post-secondary schools. Among other findings, we discovered an alarming amount of tobacco marketing on campuses. Please find enclosed a summary of our findings for [university name].

Based upon feedback from our survey, we recognize that tobacco control may not be the highest priority for university administrations and student union officials. However, we urge you to take the time to review your tobacco policies at [university name]. With only a few simple rules, you can ensure that tobacco companies will not be recruiting smokers on your campus. To this end, we have developed several resources including a template of policies that have been introduced in other schools. These templates are there to make your job as straightforward and easy as possible.

We are happy to answer any questions you might have about our findings and we stand ready to support your efforts to address tobacco control on campus in any way we can. Please let us know how we can help.

Thank you for your time and considering this issue.

Sincerely,

David Hammond  
University of Waterloo / Physicians for a Smokefree Canada  
Tel. (519) 888-4567 ext.3597  
Email: dhammond@uwaterloo.ca

## 11. APPENDIX C: CAMPUS MEDIA RELEASE EXAMPLE (University of Waterloo)

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**“Tobacco on Campus”**  
**A research project of Physicians for a Smoke-Free Canada**  
David Hammond, Research Project Coordinator  
(519-888-4567 ext.3597)  
dhammond@uwaterloo.ca

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FOR IMMEDIATE RELEASE:

### **Students Targeted by the Tobacco Industry**

Waterloo, ON, April 15, 2004 –A student-led research project has uncovered extensive tobacco industry marketing in Canadian universities and colleges and widespread participation of university and college administrations in these marketing activities.

To assess the extent of tobacco marketing across Canadian campuses and campus policies, a group of 20 young researchers conducted a survey at 35 post-secondary institutions. The survey findings indicate that:

- Overall, **every university and half of colleges received money to market tobacco products within the past year.**
- In the past year, approximately 80% of universities and 50% of colleges ran advertising in the campus newspaper, 53% of universities and 25% of colleges had contracts to display and promote tobacco products in campus stores, and 21% of universities and 25% of colleges had hosted a tobacco company-sponsored concert or event.
- **Many student union executives and administrators were either unaware or failed to recognize these activities as tobacco marketing**, particularly with regards to retail store displays and promotions. In fact, retail promotions are highly effective and represent the most common form of tobacco marketing, for which tobacco companies pay over \$70 million to Canadian retailers each year.
- **The majority of student unions felt that tobacco was not an important issue for students. Students themselves disagree:** The vast majority of students surveyed in related research stated that their school should be prohibited from entering into contracts with the tobacco industry and promoting tobacco products anywhere on campus.



The survey also examined tobacco control policies on campus, including the extent to which post-secondary institutions were protecting their students from the risks of secondhand smoke. **Over 90% of students say that all buildings on campus should be smoke-free.** However, only 58% of universities and 40% of colleges had smoke-free policies in campus buildings, including bars and pubs. Finally, only half of colleges and universities provide students with stop-smoking services.

The survey indicated that the University of Waterloo has run advertising in the campus paper in the past year and has been approached to host an event sponsored by a tobacco company, although no events have occurred to date. In addition, tobacco sales are allowed in campus stores and Feds currently has a contract to display cigarette products. Stop-smoking services are currently available to students and regional legislation prohibits smoking inside campus buildings. Overall, Waterloo fared poorly compared to other universities in Canada and more stringent tobacco control policies are required.

Currently, 30% of young adults smoke and tobacco use remains the leading cause of death among Canadians. Despite federal legislation banning tobacco advertising, tobacco companies continue to spend over \$300 million each year to promote their products through packaging, displays, and advertising. According to internal tobacco industry documents, college and university students are particularly susceptible to tobacco marketing because they are experiencing exciting, though stressful changes in their lives.

Overall, these findings suggest that universities require more stringent tobacco control policies. According to the project coordinator, David Hammond, "Post-secondary students have a right to choose whether or not to smoke; however, their student council and university should not be complicit in encouraging them to do so. Although financial need was cited as the primary reason for accepting money for tobacco promotions, financial needs must not be met at the expense of student health."

The survey was conducted as part of the "Tobacco on Campus" project, with administrative support from Physicians for a Smoke-Free Canada and funding from Health Canada. Its purpose is to inform university administrators and promote health policies to prevent tobacco use among young adults. A full report of the survey findings, along with further background and policy recommendations from this project are available on request.

## 11. APPENDIX D: TOBACCO HARM CALCULATOR

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### Calculating the Number of Tobacco Deaths for Your Campus\*

Morbid? Yes. But being able to put a number on the effects tobacco will have on your campus is an effective way to show the importance of policies that encourage people to quit smoking, cut down, or never to start.

Here's the formula for calculating the number of people who are current students who will die prematurely of a tobacco-related illness if they continue to smoke.

Take the national rate of current smoking among university and college students: 25%, and apply it to the college's total population. This is the estimated number of smokers on campus. Apply the figure (from the Campaign for Tobacco-Free Kids, among others) that 33% of smokers will die prematurely from tobacco use. Voila! You have the number of current students at that college who will die prematurely of tobacco use.

**So... Here's the raw formula:**

1.  $.25 \times [\text{number of students}] = \text{estimated number of smokers on campus.}$   
(If your student health service has actual smoking rate statistics for your campus, use that number instead.)
2.  $[\text{number of smokers on campus from Step 1}] \times .33 = \text{number of current students who will die prematurely as a result of tobacco use}$

#### **Example**

If a university has 10,000 students...

$$.25 \times 10,000 = 2,500 \text{ smokers on campus}$$

$$2,500 \times .33 = 825 \text{ will die prematurely of tobacco use if they continue to smoke.}$$

This is an easy-to-understand figure to use when talking with the media, your administration, and fellow students. It can fit into nearly any strategy. Note that whatever the actual population of the campus, more than one-tenth of the students who are students right now will be affected.

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\*Adapted from the American Cancer Society / Smoke-Free New England Initiative.<sup>16</sup>

## 11. APPENDIX E: POLICY DRAFTS

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### I. Background

Tobacco smoking is the leading cause of premature death and disability in Canada. In addition, secondhand tobacco smoke is a known carcinogen and a cause of lung cancer and heart disease. In recognition of the harm caused by tobacco use and the [university/college name] commitment to providing a safe and healthy environment for its employees and students, we resolve to introduce the following:

### II. Smoke-Free Buildings on Campus

Smoking shall be prohibited in all university/college buildings owned or operated, leased or rented. Smoking shall also be prohibited within 10 meters of any building, due to the fact that smoke is drawn into buildings through windows and/or doors.

Appropriate signage shall be placed at all entrances to buildings and at other locations as may be necessary.

### III. Smoke-Free Campus

Smoking shall be prohibited outdoors on all University/College property or in University/College vehicles. Members of the University/College and visitors who wish to smoke shall be asked to leave University/College property to do so.

Those smoking in areas surrounding the University/College shall be expected to respect municipal by-laws and provincial legislation. They are asked to be considerate of the wishes of neighbouring residents, businesses and institutions.

### IV. Tobacco Product Sales

The selling of tobacco products on campus is prohibited.

### V. Point of Purchase Marketing

- 1.) No person shall advertise or promote tobacco or tobacco-related products in any place or premises in which tobacco or tobacco-related products are sold.
- 2.) No person shall advertise or promote tobacco or tobacco-related products by means of an advertisement or promotional material placed in the windows of any place or premises in which tobacco or tobacco-related products are sold if the advertisement or promotional material is placed so that it is visible from the outside of the place or premises.
- 3.) No retailer shall permit tobacco or tobacco-related products to be displayed in the retailer's business premises so that the tobacco or tobacco-related products are visible to the public.

## **VI. General Tobacco Advertising and Marketing Bans**

Tobacco companies market their products to young adults through sponsorship activities and bar promotions. In the interests of student, faculty and staff health, the university will NOT accept funding from tobacco companies or their affiliates for advertising, in the form of:

- 1) Event promotions, including bar and nightclub events such as the *GoldClub* or *Definiti* series, etc.
- 2) Posters or other signage related to tobacco companies or tobacco brands, including in campus bars or nightclubs.
- 3) ANY advertising or events promoting tobacco companies, brands or a tobacco related lifestyle, including in campus newspapers and radio stations.

## **VII. Accepting Donations/Grants from Tobacco Companies**

Recent evidence indicates that research sponsored by the tobacco industry is often unduly influenced by the choice of projects selected for support and the interpretation of results as part of a deliberate strategy to mislead the public about the adverse health effects of tobacco use. It is important for this University/College to promote health through quality research without supporting or being influenced by the tobacco industry. Any association between the University and the tobacco industry has the potential to taint our scientific integrity and our institution's reputation.

The University therefore resolves not to accept funding of any kind from organizations known to be directly funded by the tobacco industry.

By taking this stance, the University/College is limiting the ability of some faculty to access certain funding sources. It is the position of the University that the threat to public health posed by the tobacco industry outweighs the benefits of accepting these funds. This position is consistent with requirements from a growing number of funding institutions, including the National Cancer Institute of Canada, that will not issue funds to faculty who receive donations or grants from the tobacco industry.

The University/College cannot prohibit faculty from seeking tobacco-related funding outside of the University/College, serving as consultants, or serving on advisory boards related to the tobacco industry. However, it strongly discourages such activities, and requires that engaging in such activities be publicly disclosed. While in theory one can enter such relationships in one's capacity as a private individual, in fact the tobacco industry profits whenever it associates with scientists who are affiliated with respected academic programs.

## **VIII. Enforcement**

This policy applies to all within the University/College community including employees, students and visitors. The following enforcement procedures are in effect for this policy:

- 1) All those who have supervisory/managerial responsibility are responsible for the enforcement of this policy. Those employees who violate this policy are subject to

disciplinary measures as stipulated in this policy.

- 2) A verbal warning shall first be issued by the supervisor/manager and the date and time of the verbal warning will be documented.
- 3) Any subsequent violation within 1 year shall result in a written warning by the supervisor/manager.
- 4) When there is another violation within 6 months of receiving a written warning, the offender will be charged a fine up to \$500. The supervisor or other persons in authority at the University/College may request the assistance of the Security Office.
- 5) Contractors and other visitors must abide by this policy. If any person in authority finds a visitor who is not complying with the policy, the person in authority shall request that the visitor comply with the policy. If the visitor does not immediately comply, Security may be contacted.
- 6) Enforcement for student infractions of this policy will be dealt with through the Judicial Affairs Council.

#### **IX. Public Events**

Organizers and attendees at public events using the University/College facilities, such as conferences, meetings, social events etc, will be required to abide by the University Policies.

#### **X. Publication**

Policy changes will be announced on the Web page and posted on health & safety bulletin boards. The general policy will be inserted in the University's Health & Safety Manual. All prospective faculty and staff members shall be made aware of the University Smoking Policy.

#### **XI. Smoking Cessation Programs**

- Health Services and Human Resources are committed to providing resources for students, faculty and staff to support their efforts in smoking cessation.
- Health Services can be contacted for information and referral to smoking cessation programs for students, faculty, and staff.

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